Comparative study of NAAC Accredited College Libraries affiliated to Savitribai Phule Pune University : SWOT Analysis

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By

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Introduction:

Academically Colleges are important because of its inherent value -- it encourages students and provide new knowledge and experience. Also the role of colleges in production and dissemination of information is very important for a successful career, every student need knowledge confidence, academic and technical skills, career opportunities and social skills to get these benefits college education is important. While studying in college, college libraries play a very important role in all these factors.

If we do study of college libraries through SWOT Analysis so the importance of libraries can be more clearly stated. Also, if the libraries are comparatively studied by SWOT analysis, this will show how a better service can be delivered to the readers.

Today's information world is full of incertitude. In future we cannot predict what kind of information will come in Information World. With the help of this SWOT Analysis we can overcome on such incertitude.

Review of related Literature:

Fundamental resources like books, articles, thesis, e-resources etc. published on the concept of SWOT analysis of Libraries as described below.

Bruijn, (2000) described the analyses of SWOT of the UBC library in the opinions of UBC library, librarians and staff. **Koontz & Weihrich, (2001)** SWOT analysis is a conceptual framework for a systematic analysis which facilitates matching the external threats and opportunities with the internal weaknesses and the strengths of the organizations. **Griffin, (2005)** describes that the use of the SWOT analysis for formulation of strategy has been described as one of the most important step. Using the organization's mission as a context the internal strengths and weaknesses can be accessed and external opportunities and threats can be identified.

Geetha, (2006) explains the role of SWOT analysis in improving quality of education in library and information science subject. **Grover, (2006)** gives the objectives of a SWOT analysis as to select the strategies that ensure the best alignment or fit between external environmental opportunities and threats and the internal strengths and weaknesses of the organization. **Santh, (2006)** discusses the mode of distance education for LIS education. **Hitt, and others (2007)** state that along with the internal analysis organization must identify its strengths and weaknesses in resources, capabilities and core competitions. **Ugah, (2007)** gives the SWOT analysis of Michael Okpara University of Agriculture Library in the context of SWOT.

Gupta, (2008) describes that SWOT analysis is a key concept in planning strategy formulation and other practical of management the concept and purpose of SWOT analysis

given. **Hale, and others, (2008)** suggested a through and systematic procedure caring out audit of libraries. **Henry, (2008)** highlights the SWOT techniques and states that SWOT analysis is a technique to assess organizations current strategy in the light of the changing environment and also with its competitors. **Keshava & Gowda, (2008)** explain the concept of SWOT analysis of strengths, weaknesses, opportunities and threats of LIS education in India are mentioned.

Guatibonza and others (2009) prepared the study of Inter American Defiance College Department of Studies, Canada in which they have given the SWOT analysis. **Saharia, (2009)** describes in the proceedings of one day workshop on "How to transform Polytechnic Institutes in Maharashtra into world-class level Institutes." **Singh, and Kaur, (2009)** discussed in there article "Future of Academic Libraries in India: Challenges and Opportunities" state that the roll of the academic libraries has been expanded with the impact of ICT.

Morgan, (2010) discusses about SWOT of open source software. **University Library, (2010)** Paper published by Florida Agriculture and Mechanical University libraries for the strategic plan for the decade 2010 to 2020. **Singh and Mehra, (2012)** discussed strengths & weaknesses of IT skills and competencies bring taught at library and information science graduate programs. **Suresh Kumar, (2012)** highlights the SWOT analysis for marketing in the university library in Kerala. **Bachalapur, And Hadagali, (2013)** discussed the SWOT analysis of engineering college library is carried out. **Husain, Shujat (2013)** Study & Compare Information technology (IT) in libraries of Science and Technology (S&T) of Delhi.

Veer and Kadam (2014) emphasizes on different facets of SWOT Analysis in the 14 engineering college libraries in the Marathwada Region of Maharashtra. **Soni, K.R. (2015)** Discuss internal and external environment impact on selected companies. **Patil (2017)** Study available facilities & services; to study the system of organization & administration & management of the college libraries; to assess the financial position; find out the methods of collecting, maintaining & processing books. **Hajare, B.K. (2018)** study SWOT Analysis of Polytechnic College Libraries in Maharashtra with Special Reference to Information and Communication Technology ICT Environment.

Objectives of the Research:

1. To review the present status of NAAC Accredited College Libraries Affiliated to Savitribai Phule Pune University.

2. To identify the Strength, Weaknesses, Opportunities and Threats of NAAC Accredited College Libraries Affiliated to Savitribai Phule Pune University.

3. To compare overall status of these libraries on the basis of SWOT Analysis.

4. To give relevant recommendations for the quality services and facilities for these libraries in the light of their SWOT Analysis.

Hypothesis:

1. NAAC Accredited College Libraries Affiliated to Savitribai Phule Pune University having more Strength and fewer Weaknesses.
2. The Libraries under study having rich collection.
3. The Libraries under study providing traditional as well as modern services.
4. The NAAC Accredited College Libraries Affiliated to Savitribai Phule Pune University having fewer Threats and more Opportunities.

Methodology:

Questionnaire will be used as a tool for data collection. Well-structured questionnaire will be prepared and distribute to the NAAC Accredited Grade A & B private aided college libraries of Arts, Commerce and Science Colleges affiliated to Savitribai Phule Pune University.

Scope and Limitations:

For the present study, researcher has undertaken NAAC Accredited Grade A & B Gant in Aided Arts, Commerce and Science College Libraries Affiliated to Savitribai Phule Pune University only. However private unaided colleges are excluded from the present study.

(Data Collected on 01/12/2019)

Sr.no.	**Name of Dist.**	**Total no of NAAC Accredited Grade A, B Gant in Aided Arts, Commerce and Science College Libraries Affiliated to Savitribai Phule Pune University.**
1	Pune	30
2	Ahmednagar	19
3	Nashik	20
Total		**69**

Sr.no.	**NAAC Accredited Grade A, B**	**Total no of NAAC Accredited Gant in Aided Arts, Commerce and Science College Libraries Affiliated to Savitribai Phule Pune University.**
1	A	11
2	B	58
Total		**69**

Importance of the study:

- International status – There have been done various types of SWOT analysis internationally such as University libraries SWOT analysis, SWOT for Library audit information, SWOT for formulation of strategy to Organization or Libraries, SWOT for Open Source Software, SWOT for LIS Education, SWOT for Vocational Schools, etc.

- National Status – SWOT analysis also appears to be done at the national level for example - SWOT for improving quality of education in LIS, SWOT for Distance Education in LIS, SWOT for Engineering colleges, SWOT for Polytechnic colleges, etc.

- This kind of research has never been done before. Such research is beneficial for both NAAC Accredited college libraries to overcome their weaknesses and threats and Non Accredited college libraries in regarding all aspects.

Tentative Chapter Plan:

Chapter – I Introduction

Chapter – II Review of Related Literature

Chapter – III SWOT Analysis : An overview

Chapter – IV Profile of Libraries under study and Comparison of Libraries

Chapter–V Analysis Interpretation and Presentation of data

Chapter – VI Findings and Suggestions

Chapter – VII Conclusion

Bibliography and appendices

Year-wise Plan of work and targets to be achieved:

Sr.no.	Proposed Work	Target to be achieved	Year /Month
1	Literature Survey	To obtain information about SWOT Analysis from different resources.	Six month

2	Finalizing the methodology	Comparison of various techniques and selection of proper techniques	Six month
3	Collecting Profile of libraries under study	Data Collection and field work	Six month
4	Analysis, Interpretation of data	Comparison of data obtained and discussion with experts	Six month
5	Presentation of data	Presentation ,publication and finalization of reports	Six month
6	Findings and Suggestion	compiling the results	Six month

Expected outcomes:

1. At the end of the research, researcher will find out the Strength, Weakness, Opportunities and Threats of all the Libraries.
2. Also, researcher will find out the standard formwork of college library in selected Libraries.

Based on this research, researcher can create standardization of what an ideal college library should be.

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